MISSION OF WIC

To assure healthy pregnancies, healthy birth outcomes and healthy growth and development for women, infants and children up to age 5 who are at nutritional risk, by providing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services.

FUN FACTS

MA WIC PROVIDED SERVICES TO 81.5% OF THE ESTIMATED ELIGIBLE INFANTS.

THREE LOCAL AGENCIES RECEIVED LOVING SUPPORT BREASTFEEDING AWARDS OF EXCELLENCE FROM USDA.

MA WIC USES THE LATEST TECHNOLOGY:
» OVER 7,600 ONLINE APPLICATIONS RECEIVED IN 2018
» OVER 18,800 NUTRITION EDUCATION ONLINE MODULES COMPLETED BY PARTICIPANTS IN 2018

FROM OUR PARTICIPANTS

“My first WIC experience was twelve years ago. My doctor suggested I look into WIC, because I had many questions about feeding my newborn daughter. As a first time mom at 18 years old, WIC was a really positive experience for me. WIC helped me move through the stages of feeding my daughter. The staff always took time with me to answer questions, and give specific recommendations. I was able to take a class through WIC to further help me build confidence with my skills as a mom. Years later, I began accessing WIC services with my third child and now, I work at WIC. There are a lot of services that people don’t realize. WIC offers peer counseling and breastfeeding support. When asked a mom what she found most rewarding, she expressed, “Listening and talking with other moms. [It feels like] oh my goodness, I am not the only one.”

WIC VENDOR, MASSACHUSETTS

“Being involved in the WIC program has been a "win win" in our experience. We are happy to be able to provide healthy food including not only dairy and grains but fresh fruits and vegetables to children who are at risk nutritionally. We get to know these families as we help them find the products that are WIC approved when they come in. We see them over time as they shop with us and ultimately watch these children grow. We have found in this business that when you attract a new parent and help them help their children, you have a customer for life. The WIC program to vehicle to do just this.”

WIC VENDOR, MASSACHUSETTS

WHO PARTICIPATES IN WIC?

Massachusetts WIC Monthly Participation FY 2017

Pregnant Women 9,925
Fully Breastfeeding Women 3,043
Total Breastfeeding Women 8,490
Postpartum Women 6,453
Infants 24,864
Children 63,032
Total 112,763
Coverage (% eligible) 53.80%

BREASTFEEDING

Average monthly food value per participant $37.43
Net federal food cost $50,647,592
Competitive bidding savings $25,554,629
Nutrition, client services, and program management $24,491,998
Total funds to state $100,694,219

Source: USDA FNS WIC Program Data FY2017 https://www.fns.usda.gov/pd/wic-program

EBT STATUS

Massachusetts has implemented WIC EBT/eWIC statewide in 2014. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

WIC SUPPORTS MILITARY FAMILIES

WIC Nutrition Program services in Massachusetts are provided at Hanscom Air Force Base twice per month.

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